

A collage of film-related imagery. On the left, a film strip with blue frames and white sprocket holes curves upwards. Below it, a close-up of a camera lens with a textured metal mount is visible. On the right, a large, golden film reel with four circular openings is positioned above a blue, ribbed cylindrical object. The background is a deep red with a subtle, wavy texture. A light blue horizontal band spans the middle of the image, containing the text.

# Almaden/Blossom Hill

Retail

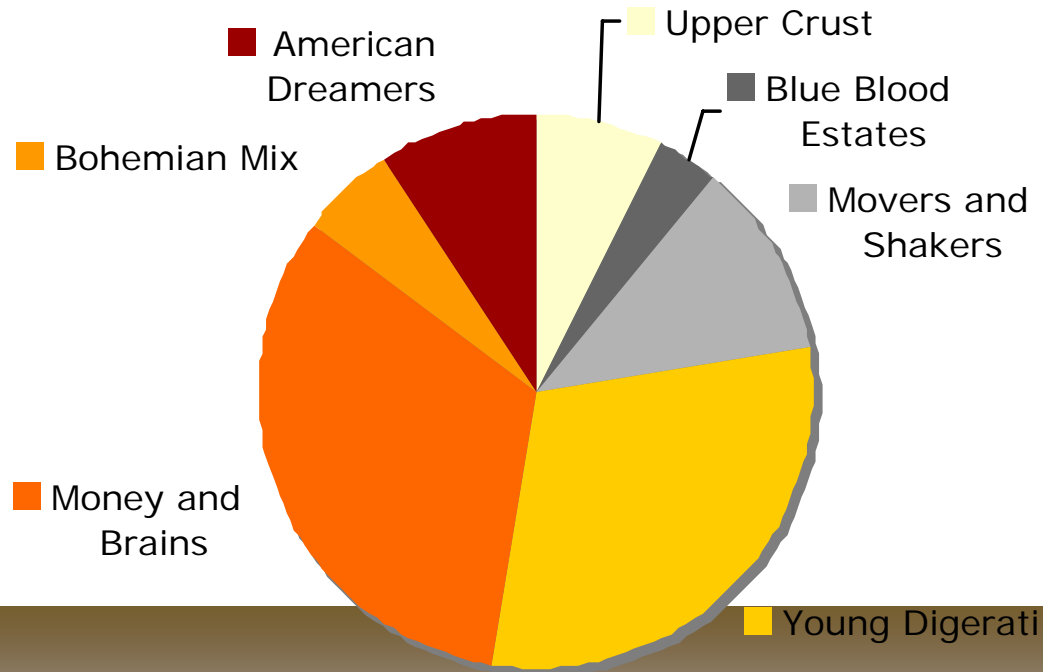


# Setting the Scene

- Defining the Trade Area
- Gathering Data
  - Psychographics
  - Spending Patterns
  - Demand
  - Retail Match List
  - Shopper Preference Survey
- Vacancies and Opportunities



## Psychographic Profile





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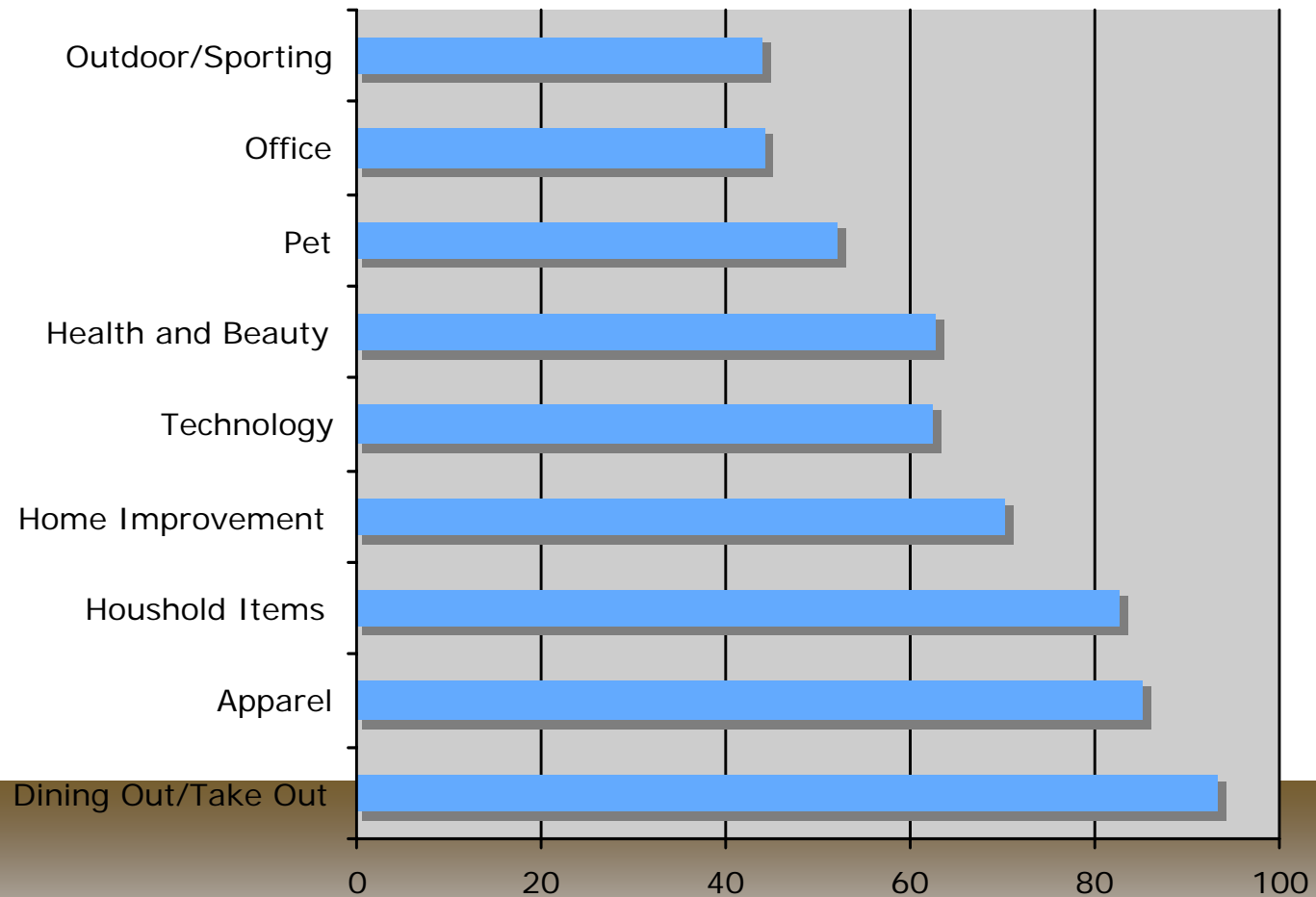


# Shopper Preference Survey

- Well over 700 respondents
- Retailers pulled from Retail Match List
- Compelling data, especially when used in tandem with the Buxton Study.

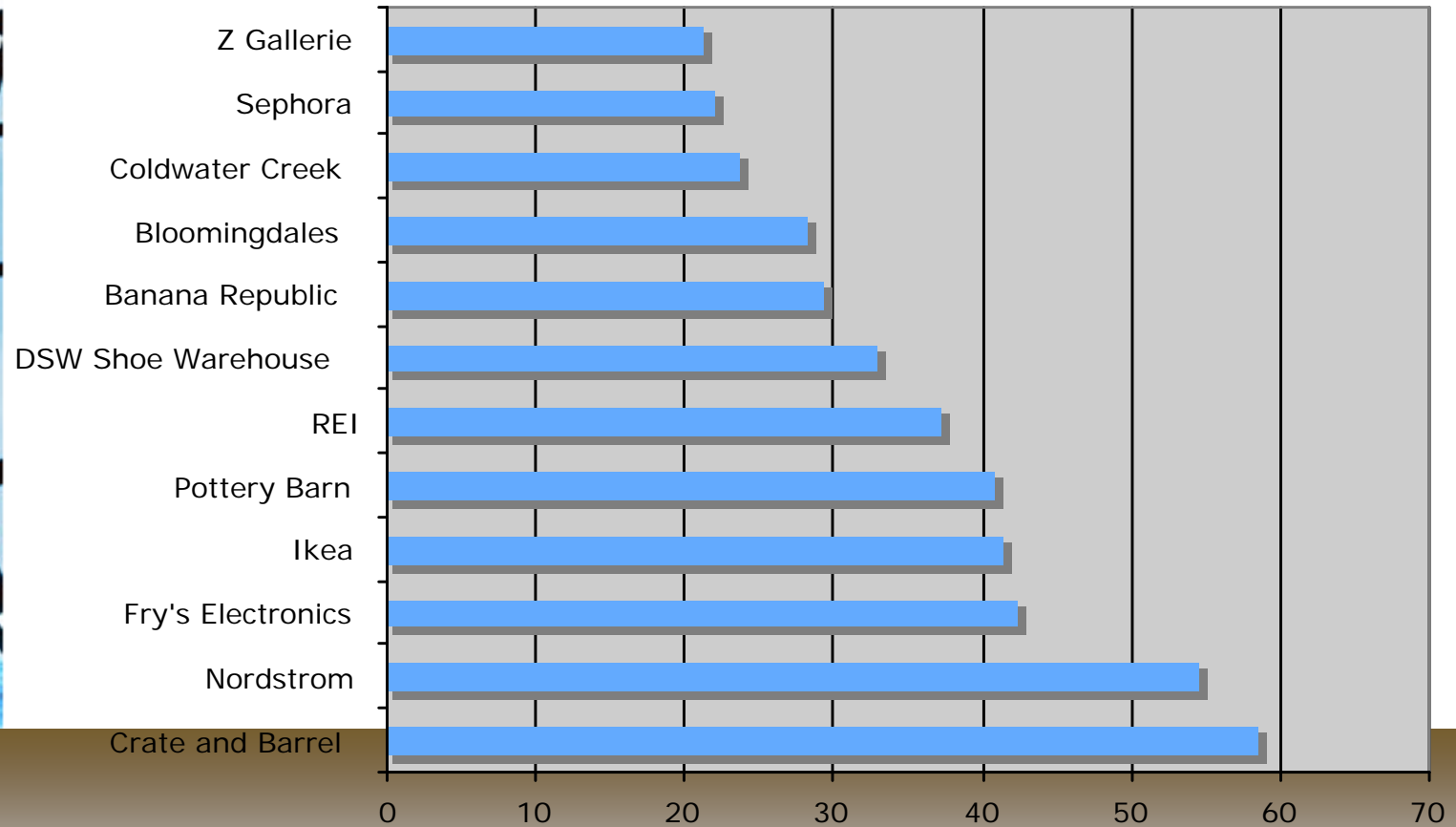
# Shopper Preference Survey

Goods and Services You Regularly Buy?



# Shopper Preference Survey

What Retailers Would You Like to See In Your Neighborhood?







# Telling the Story

- Working with property owners and stakeholders like Westfield and other shopping centers
- Utilizing the data to recruit retailers
- Pursuing and wooing the tenants
- Re-tenanting to serve the community
- Compelling retailers to reinvest in their locations